

The Economic Impact of Tourism in New Mexico

Southwest Region

Headline results

- The Southwest Region as a whole collected *\$129.9 million* in state, local, and federal taxes from tourism in 2015
- Visitor spending in the Southwest Region reached *\$638.6 million* and grew by an average of *2.9%* in 2015
- There were *9,910 jobs* supported by tourism in the Southwest Region in 2015, which generated *\$245.6 million* in labor income.

County Analysis



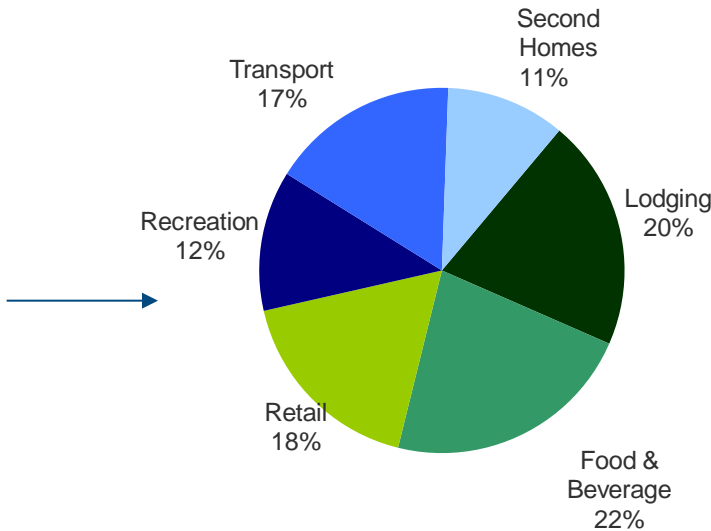
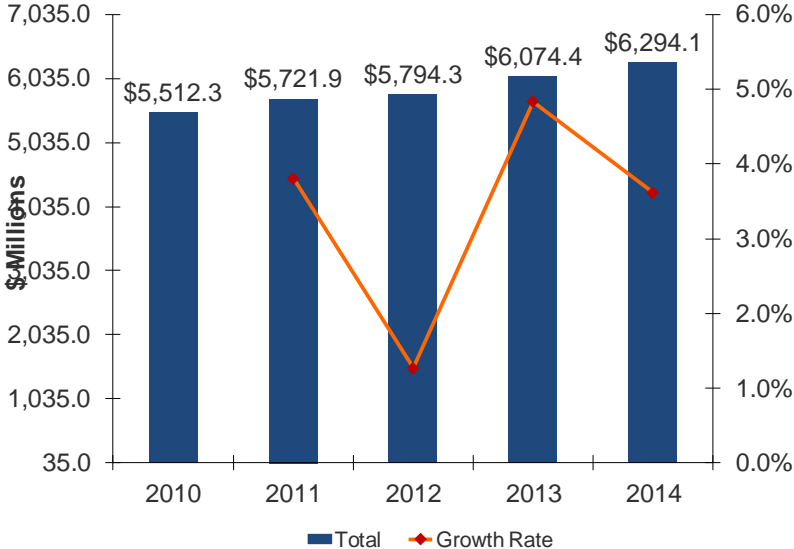
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

New Mexico, Visitor Spending by Industry

New Mexico								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$1,287.3	\$1,403.2	\$1,107.0	\$781.9	\$1,050.4	\$664.4	\$6,294.1	3.6%
2014	\$1,237.6	\$1,352.4	\$1,072.9	\$755.1	\$1,011.0	\$645.4	\$6,074.4	4.8%
2013	\$1,152.1	\$1,332.1	\$987.2	\$751.1	\$963.0	\$608.7	\$5,794.3	1.3%
2012	\$1,128.3	\$1,326.8	\$966.0	\$748.7	\$976.8	\$575.4	\$5,721.9	3.8%
2011	\$1,096.6	\$1,308.2	\$902.0	\$743.5	\$932.1	\$529.7	\$5,512.3	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



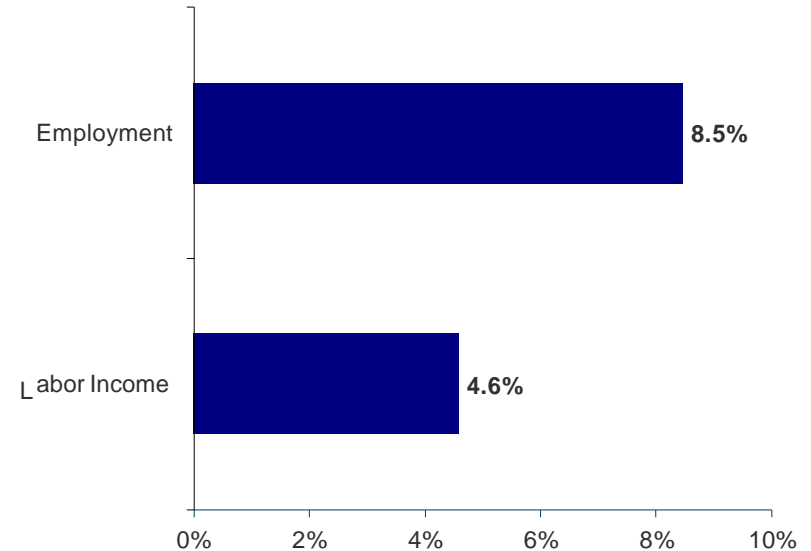
New Mexico, Tourism Impact

New Mexico			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	68,031	90,412	11.3%
2014	66,721	88,743	11.2%
2013	65,746	87,594	11.2%
2012	64,709	86,300	11.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$1,575.4	\$2,427.3
2014	\$1,509.0	\$2,330.3
2013	\$1,457.9	\$2,260.6
2012	\$1,430.3	\$2,222.4

New Mexico				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$694.1	\$427.9	\$201.0	\$1,322.9
2014	\$668.6	\$413.7	\$194.7	\$1,277.0
2011	\$613.6	\$381.9	\$183.1	\$1,178.6

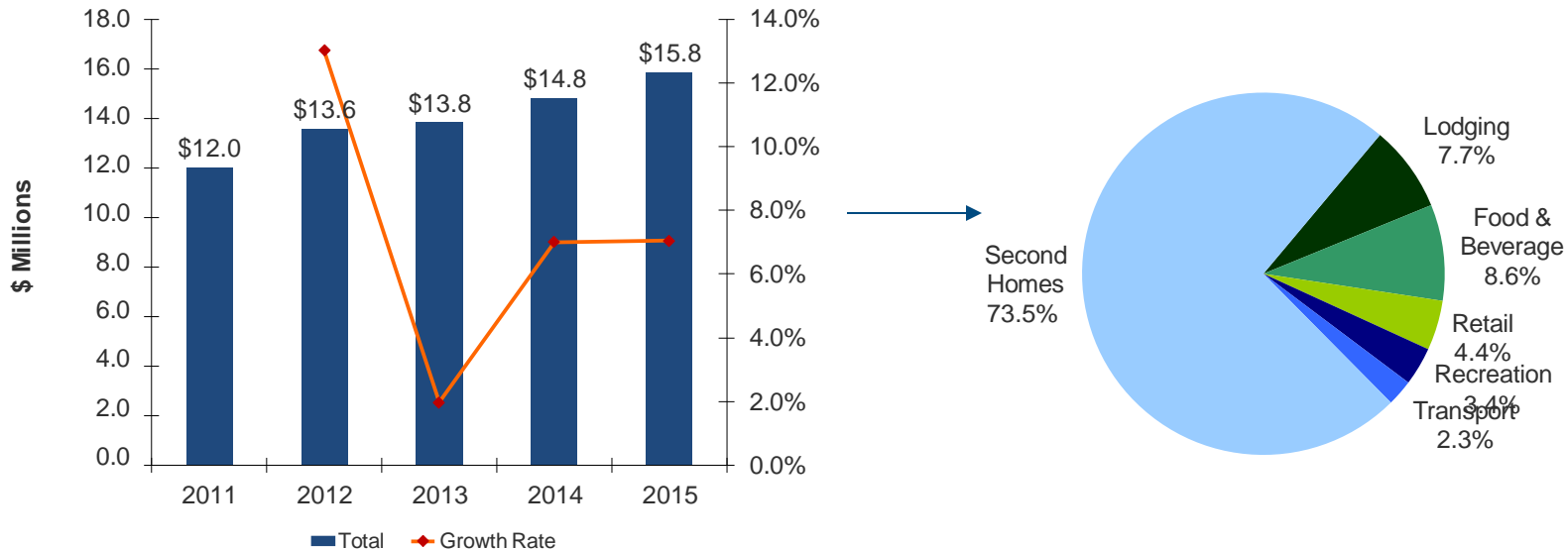
T ourism Share of County Economy



Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$11.6	\$15.8	7.0%
2014	\$1.3	\$1.4	\$0.7	\$0.5	\$0.4	\$10.5	\$14.8	7.0%
2013	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.6	\$13.8	2.0%
2012	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.4	\$13.6	13.0%
2011	\$1.2	\$1.4	\$0.6	\$0.5	\$0.3	\$8.0	\$12.0	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



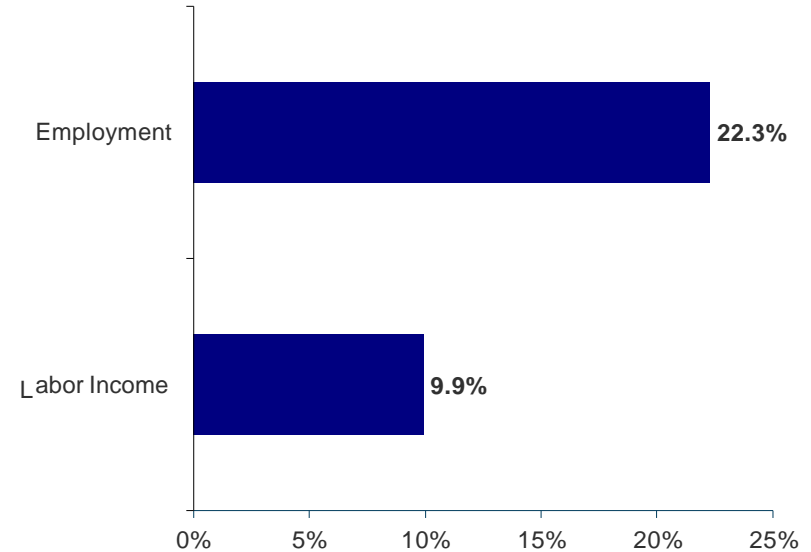
Catron County, Tourism Impact

Catron County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	146	156	24.0%
2014	139	147	22.2%
2013	143	152	23.1%
2012	111	120	20.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$1.9	\$2.3
2014	\$1.8	\$2.1
2013	\$1.8	\$2.1
2012	\$1.3	\$1.7

Catron County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$0.7	\$0.4	\$0.2	\$1.3
2014	\$0.7	\$0.4	\$0.2	\$1.2
2011	\$0.6	\$0.3	\$0.2	\$1.1

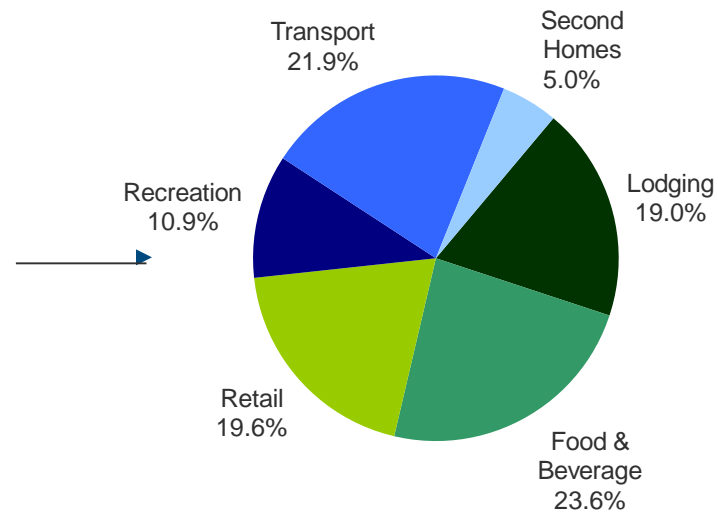
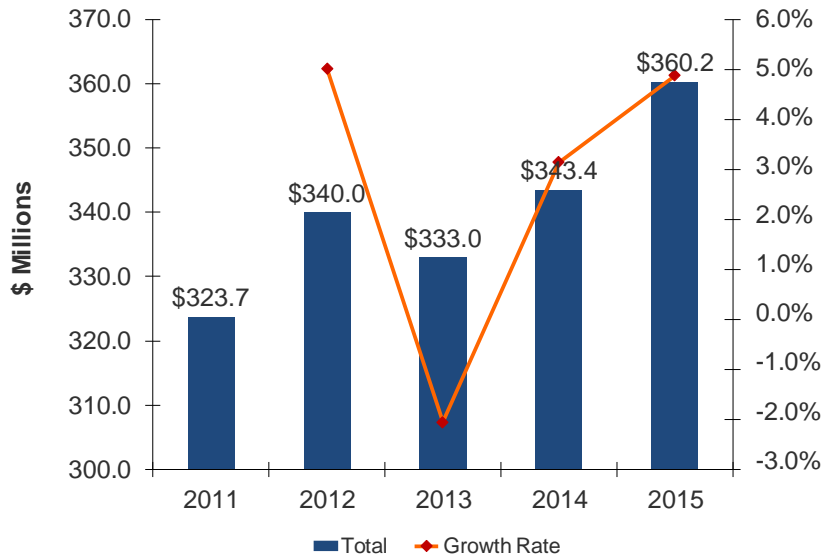
Tourism Share of County Economy



Dona Ana County, Visitor Spending by Industry

Dona Ana County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$68.3	\$85.0	\$70.7	\$39.3	\$78.8	\$18.1	\$360.2	4.9%
2014	\$65.5	\$81.4	\$68.2	\$37.8	\$73.4	\$17.1	\$343.4	3.1%
2013	\$61.9	\$80.5	\$62.2	\$43.3	\$69.6	\$15.5	\$333.0	-2.1%
2012	\$64.1	\$82.7	\$62.7	\$45.5	\$71.3	\$13.6	\$340.0	5.0%
2011	\$62.7	\$82.1	\$56.9	\$44.6	\$65.6	\$11.8	\$323.7	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



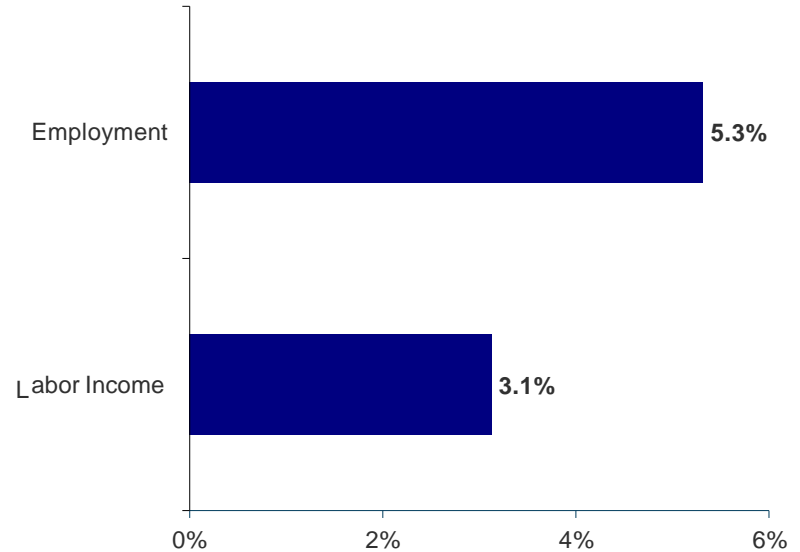
Dona Ana County, Tourism Impact

Dona Ana County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	3,759	6,079	8.6%
2014	3,731	5,962	8.5%
2013	3,778	6,074	8.8%
2012	3,730	5,997	8.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$80.1	\$167.9
2014	\$76.5	\$159.2
2013	\$77.2	\$161.1
2012	\$77.5	\$160.1

Dona Ana County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$41.3	\$27.3	\$14.1	\$82.7
2014	\$39.5	\$26.1	\$13.5	\$79.1
2011	\$38.8	\$25.6	\$13.6	\$78.0

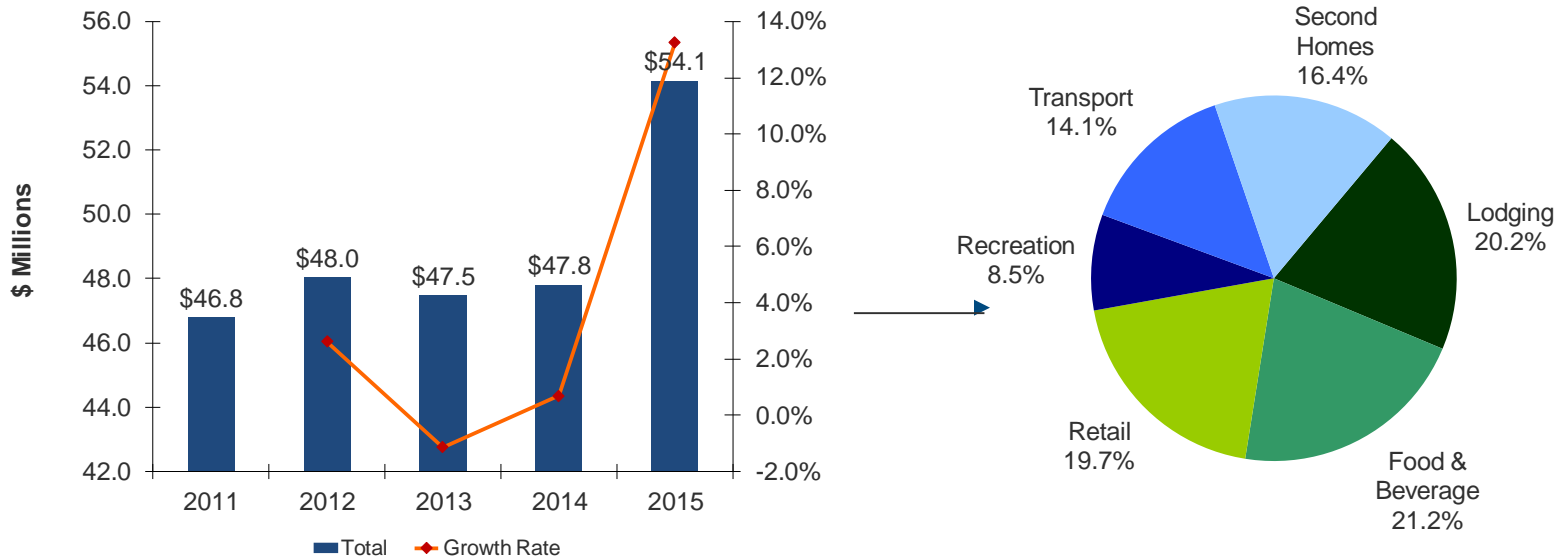
Tourism Share of County Economy



Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$10.9	\$11.5	\$10.6	\$4.6	\$7.6	\$8.9	\$54.1	13.3%
2014	\$9.7	\$10.4	\$8.7	\$4.0	\$6.4	\$8.6	\$47.8	0.7%
2013	\$9.6	\$10.8	\$8.4	\$4.5	\$6.4	\$7.7	\$47.5	-1.1%
2012	\$9.9	\$11.2	\$8.6	\$4.5	\$6.8	\$6.9	\$48.0	2.6%
2011	\$10.1	\$11.5	\$8.3	\$4.2	\$6.5	\$6.2	\$46.8	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



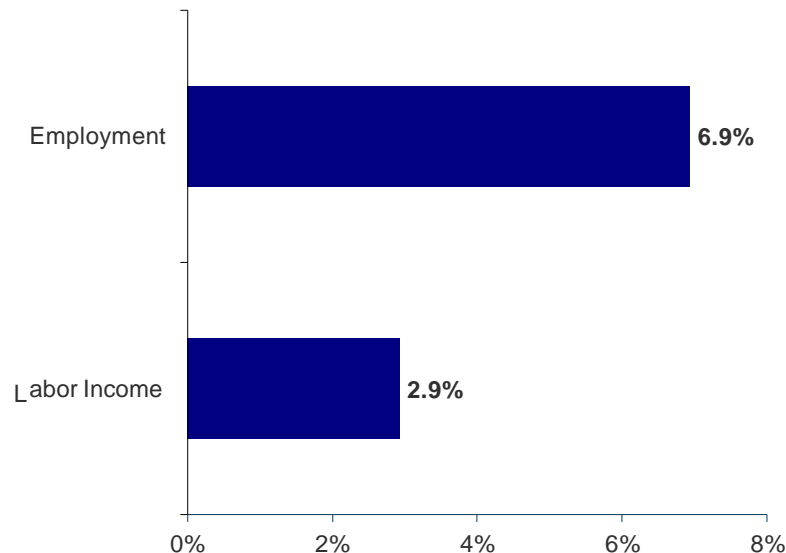
Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	645	803	8.6%
2014	632	796	8.3%
2013	635	796	8.2%
2012	679	838	8.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$10.9	\$16.9
2014	\$10.8	\$16.9
2013	\$11.1	\$17.0
2012	\$12.1	\$17.9

Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$5.0	\$3.3	\$1.5	\$9.8
2014	\$4.8	\$3.0	\$1.5	\$9.3
2011	\$4.8	\$3.1	\$1.5	\$9.3

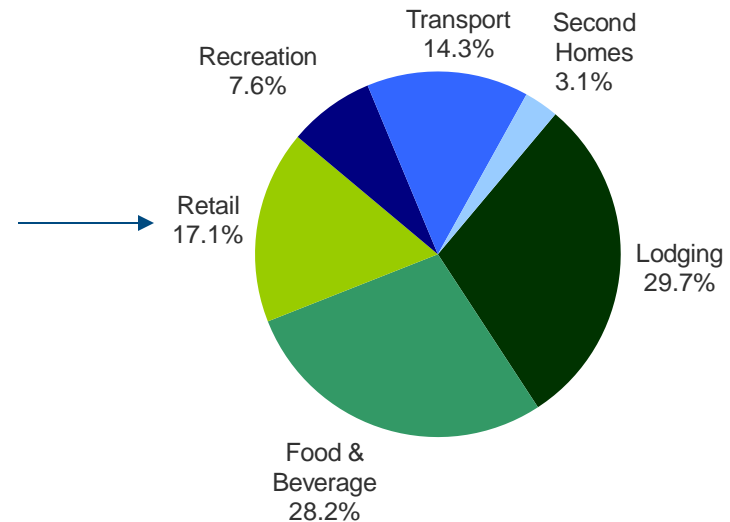
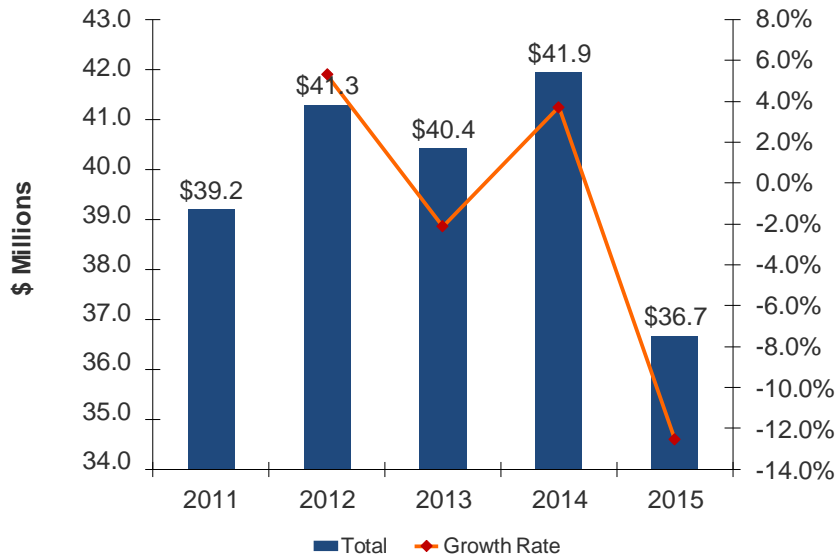
Tourism Share of County Economy



Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$10.9	\$10.4	\$6.3	\$2.8	\$5.3	\$1.1	\$36.7	-12.5%
2014	\$12.9	\$11.8	\$7.2	\$3.2	\$5.4	\$1.4	\$41.9	3.7%
2013	\$11.9	\$11.7	\$6.6	\$3.2	\$5.3	\$1.7	\$40.4	-2.1%
2012	\$12.0	\$12.0	\$6.6	\$3.3	\$5.9	\$1.6	\$41.3	5.3%
2011	\$11.2	\$11.8	\$6.1	\$3.2	\$5.4	\$1.5	\$39.2	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



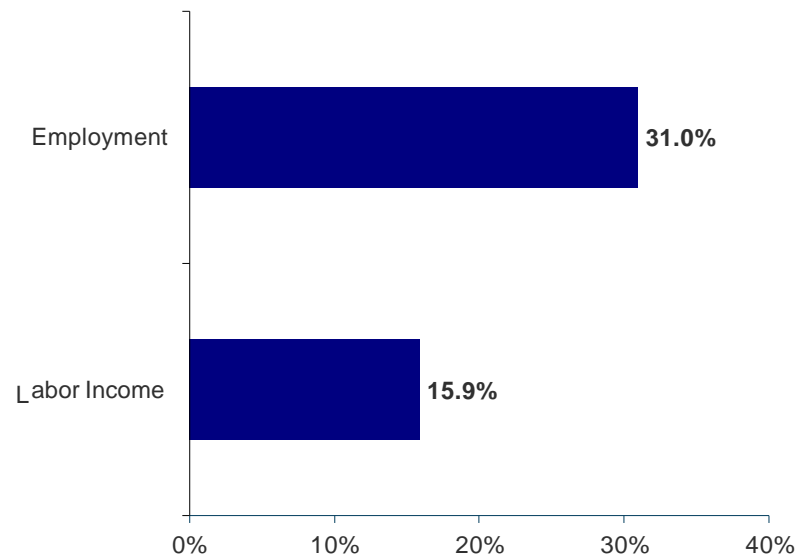
Hidalgo County, Tourism Impact

Hidalgo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	485	524	33.0%
2014	517	569	34.9%
2013	541	591	3. %
2012	535	592	4. %

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$9.6	\$11.1
2014	\$10.3	\$12.2
2013	\$10.3	\$12.2
2012	\$10.2	\$12.3

Hidalgo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$3.9	\$2.5	\$0.8	\$7.2
2014	\$4.3	\$2.8	\$0.9	\$8.1
2011	\$4.1	\$2.7	\$0.9	\$7.7

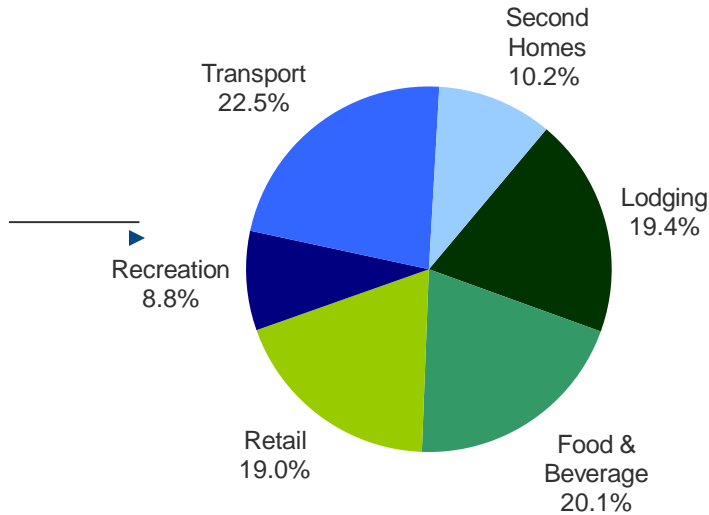
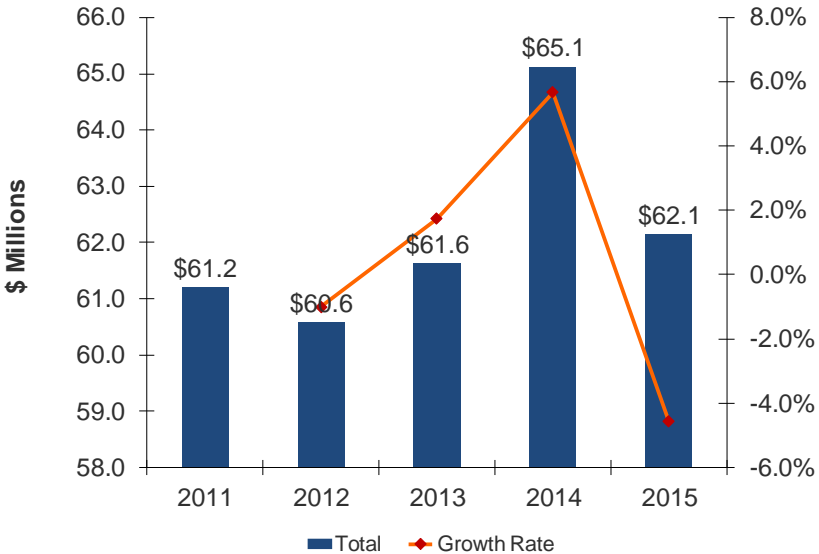
T ourism Share of County Economy



Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$12.1	\$12.5	\$11.8	\$5.5	\$14.0	\$6.3	\$62.1	-4.6%
2014	\$13.0	\$13.0	\$12.0	\$5.7	\$15.1	\$6.2	\$65.1	5.7%
2013	\$12.1	\$12.6	\$11.0	\$5.8	\$14.4	\$5.7	\$61.6	1.7%
2012	\$11.8	\$12.8	\$10.6	\$5.7	\$13.7	\$6.0	\$60.6	-1.0%
2011	\$12.2	\$13.2	\$9.8	\$5.9	\$14.2	\$5.9	\$61.2	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



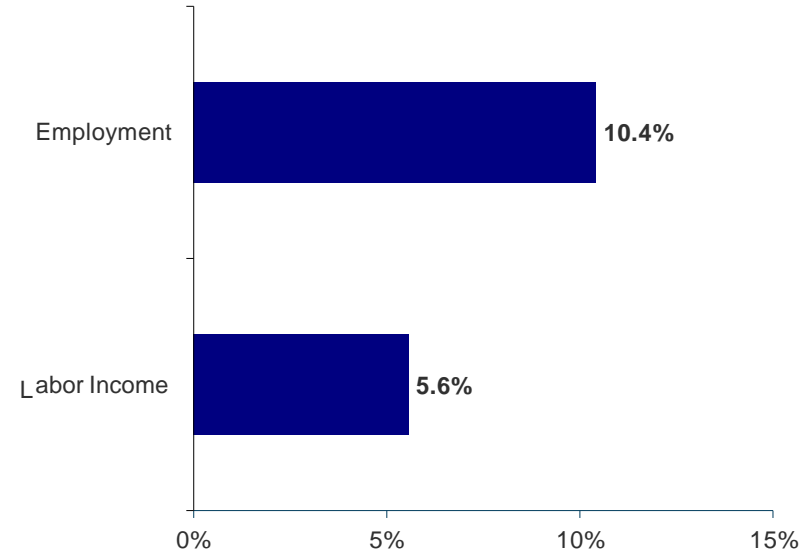
Luna County, Tourism Impact

Luna County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	816	964	12.3%
2014	884	1,176	15.3%
2013	785	940	12.3%
2012	757	915	11.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$14.2	\$19.8
2014	\$14.9	\$25.9
2013	\$13.9	\$19.6
2012	\$13.6	\$19.3

Luna County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$6.2	\$4.0	\$1.6	\$11.9
2014	\$7.1	\$4.6	\$2.0	\$13.7
2011	\$6.5	\$4.2	\$1.8	\$12.5

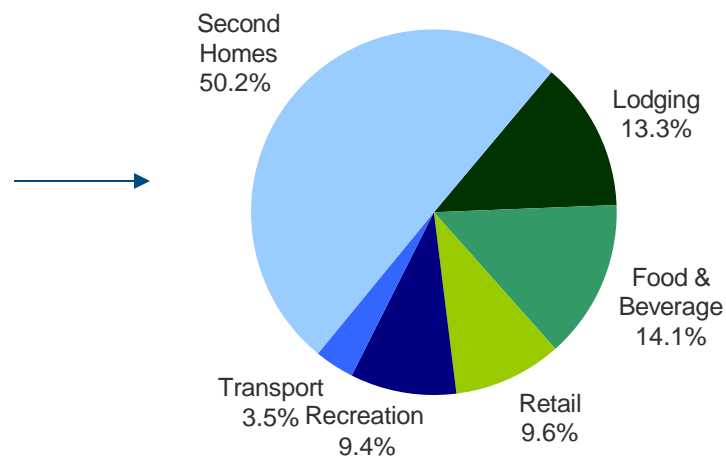
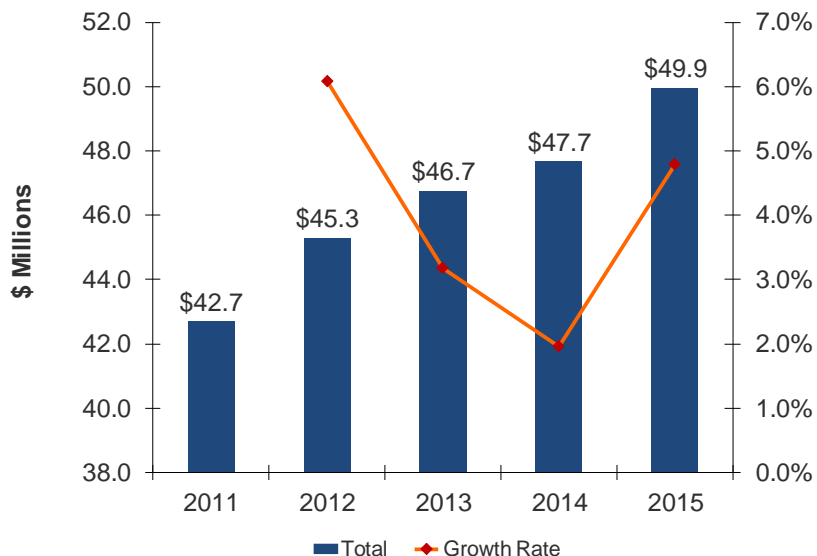
Tourism Share of County Economy



Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$6.6	\$7.0	\$4.8	\$4.7	\$1.8	\$25.1	\$49.9	4.8%
2014	\$6.2	\$6.7	\$4.0	\$4.1	\$1.4	\$25.2	\$47.7	2.0%
2013	\$5.8	\$6.6	\$3.8	\$4.2	\$1.7	\$24.7	\$46.7	3.2%
2012	\$5.8	\$6.7	\$3.9	\$4.3	\$2.4	\$22.1	\$45.3	6.1%
2011	\$5.7	\$6.8	\$3.8	\$4.4	\$1.9	\$20.2	\$42.7	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



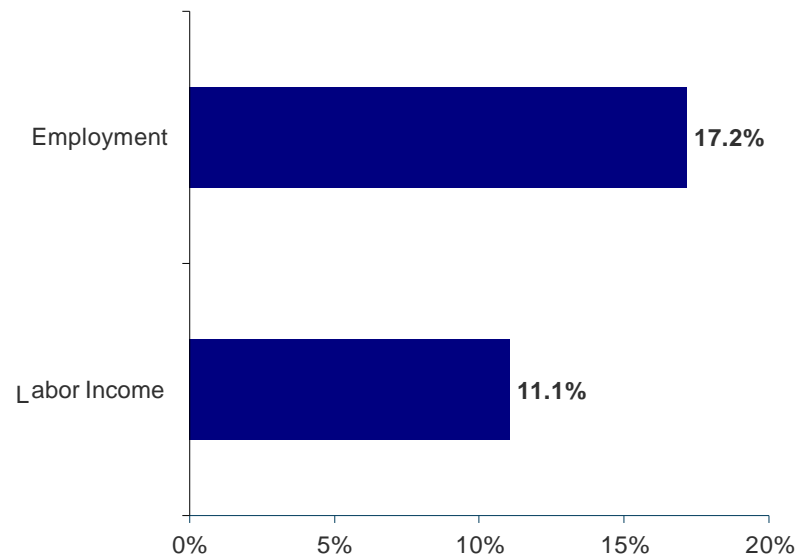
Sierra County, Tourism Impact

Sierra County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	591	655	19.6%
2014	573	636	19.5%
2013	592	648	20.3%
2012	575	628	19.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$10.7	\$13.1
2014	\$9.7	\$12.0
2013	\$9.9	\$11.9
2012	\$9.7	\$11.6

Sierra County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$4.1	\$2.1	\$1.0	\$7.3
2014	\$3.7	\$2.0	\$1.0	\$6.7
2011	\$3.2	\$1.8	\$0.9	\$5.9

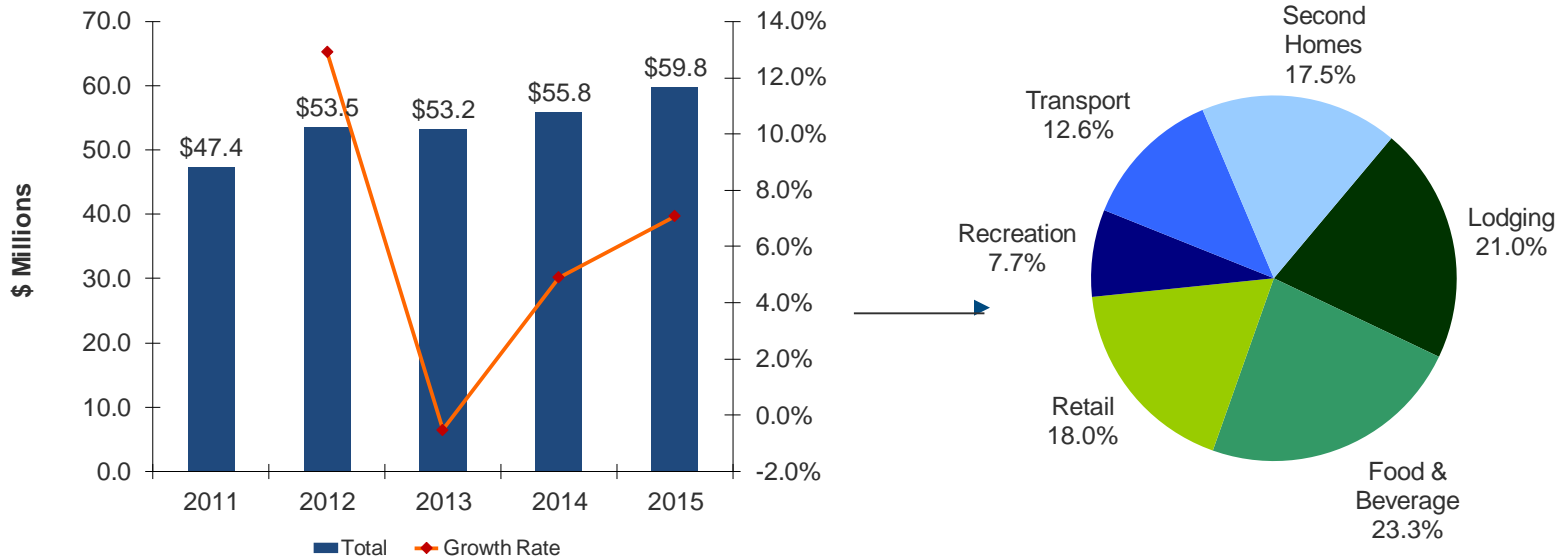
Tourism Share of County Economy



Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$12.5	\$14.0	\$10.7	\$4.6	\$7.5	\$10.5	\$59.8	7.1%
2014	\$12.2	\$13.3	\$10.3	\$4.3	\$6.7	\$9.1	\$55.8	4.9%
2013	\$11.4	\$13.7	\$9.8	\$4.5	\$6.6	\$7.3	\$53.2	-0.5%
2012	\$11.2	\$14.3	\$10.1	\$4.7	\$7.1	\$6.1	\$53.5	12.9%
2011	\$11.0	\$13.2	\$8.1	\$4.2	\$5.8	\$5.1	\$47.4	

* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



Socorro County, Tourism Impact

Socorro County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	659	729	14.1%
2014	652	730	13.8%
2013	641	719	13.1%
2012	641	716	13.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$11.8	\$14.5
2014	\$11.8	\$14.7
2013	\$11.9	\$14.8
2012	\$11.9	\$14.6

Socorro County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$5.0	\$3.4	\$1.3	\$9.7
2014	\$5.0	\$3.3	\$1.3	\$9.6
2011	\$3.8	\$2.8	\$1.1	\$7.7

Tourism Share of County Economy

